

Inauguration—[Memos and Ticket Requests, 10/76-12/76]

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To: Jimmy Carter, President-elect
From: Jerry Rafshoon

ok to me
J
called
12/11/76

Re: Inaugural theme

1. Every inauguration has a theme for the literature, parade, concert, etc. In 1973, the Nixon theme was THE SPIRIT OF '76. Just an obvious play on the bi-centennial.

I would like to derive our theme from the words that you used in Plains at dawn on November 3rd. "I see the sun rising on a beautiful new day, a beautiful new spirit in the country... a commitment to the future." We are planning to show this tape of the Plains morning at the beginning of the January 19th concert on national TV... this will be the first public event of the inaugural festivities; and hence the theme:

"A New Spirit.... A New Commitment... A New America"

or

"A New Spirit for a New America"

The concert will be called "The New Spirit Concert."

Plans are underway for Leonard Bernstein to compose a new and original work called THE NEW SPIRIT dedicated to the Carter Administration. and premiered at the inauguration. Also, an original piece of poetry will be commissioned to be written by an artist of your choice.

I need your ~~approval~~ approval on this immediately in order to get the printed material in the works.

October 23, 1976

To: Governor Carter
From: Bardyl and Vicki
Re: The 1977 Inauguration

Legal Requirements. Ford's term of office ends at Noon on January 20, 1977. The only requirement of the President-elect is to take the oath prescribed by the Constitution. The law is otherwise silent, leaving the place and nature of the Inauguration to the absolute discretion of the President-elect.

Goals. Three major Inaugural goals suggest themselves:

- (1) To set the right tone for the Carter Administration;
- (2) To acknowledge groups such as Members of Congress and Governors, whose cooperation the Carter Administration will need; and
- (3) To give proper recognition to those who worked in the primary and general elections.

Factors Affecting the 1977 Inaugural Format. A change from the Inaugural format used by Nixon, LBJ, JFK and Eisenhower will be required, because of the following circumstances:

- (1) President Carter will be the first President from the South since prior to the Civil War, and the first President in this Century whose election arose from a direct appeal to the people. (Many more people than in the past can be expected to come to Washington for the Inauguration, and the ceremonies should be open and populist in tone.)
- (2) President Carter will be the first President to have defeated an incumbent since FDR defeated Hoover in 1932. (It might be inappropriate to have Inaugural celebrations in Washington prior to the day of the Inauguration, with the defeated President still in the White House.)

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....continued

- (3) Inauguration Day falls on a Thursday. (All events on Inauguration Day could be open to the public or very large numbers of people, with private receptions deferred until Friday and Saturday, January 21 and 22.)
- (4) President Carter will be the first Governor elected President since FDR; the first Commander-in-Chief who was a graduate of the Naval Academy; and the only Service Academy graduate other than Eisenhower to have been President in this Century. (Special receptions at the White House on Friday and Saturday may be appropriate for the Governors and the Armed Forces; and also for members of the Senate and House of Representatives, the Diplomatic Corps, the Democratic National Committee and labor leaders, and Georgians and long-standing supporters.)

Timing of Decisions. There are no decisions on the Inauguration which must be made before the election. At our request, participating Federal and District agencies have deferred making any final plans until we meet with them after November 2. Thus, we would appreciate Mrs. Carter's and your guidance on the Inauguration as soon after the election as your schedule permits.

Attachments: 1. Draft schedule for the Inaugural Week.
 2. Background information on Inaugurations.

PROPOSED SCHEDULE FOR INAUGURAL WEEK

(For President-Elect)

Wednesday, January 19, 1977

- 7:00 P.M. INAUGURAL CONCERT/GALA (1 hr., 15 min.)
Atlanta Civic Center or Omni
Sponsored by Democratic National Committee
[See page 2]
- 9:00 P.M. DANCE (40 min.)
World Congress Center
Hosted by 1977 Inaugural Committee
[See page 2]
- 10:00 P.M. FLIGHT to Washington, D. C. (1 hr., 20 min.)
[See page 2]

Thursday, January 20, 1977

- 8:30 A.M. SPECIAL CHURCH SERVICE (45 min.)
Area Baptist Church
By special invitation for family, Cabinet designees
and close personal friends
[See page 3]
- 10:25 A.M. COFFEE with President and Mrs. Ford (30 min.)
(If invited by President Ford)
White House
[See page 3]
- 11:30 A.M. SWEARING-IN CEREMONIES (prayers, music, oaths
of office and Inaugural Address) (1 hr., 15 min.)
East Portico of U. S. Capitol
Hosted by Joint Congressional Committee on
Inaugural Ceremonies
[See pages 3-4, 5-6]
- 12:45 P.M. INAUGURAL MOTORCADE from Capitol to White House,
followed by
PARADE, viewed by President and Mrs. Carter, and
Vice President and Mrs. Mondale and their
families from stand in front of White House
(2 hrs., 15 min.)
[See pages 4-5, 6]
- 3:00 P.M. PRIVATE TIME with family
White House
[See page 6]
- 8:00 P.M. PARTIES
National Visitor Center, John F. Kennedy Center for
the Performing Arts, D. C. Armory and Capital Centre
Hosted by 1977 Inaugural Committee
[See pages 6-7]

....continued

Friday, January 21, 1977 and Saturday, January 22, 1977

PRIVATE RECEPTIONS (one hr. each)

White House

Hosted by President and Mrs. Carter

By special invitation from 1977 Inaugural Committee

Separate receptions could be held for each of the following:

- (1) Members of the Senate and House of Representatives
- (2) Governors
- (3) Diplomatic Corps
- (4) Armed Forces, represented by:
 - (a) Joint Chiefs of Staff, Deputy Chiefs of the Services, and Chiefs of the Unified and Specified Commands; and
 - (b) Designated Senior Non-Commissioned Officers and Enlisted Men's Councils
- (5) Democratic National Committee and labor leaders
- (6) Georgians, contributors, and long-standing supporters

[See page 8]

THE 1977 INAUGURATION

Background Information on Inaugurations

Bardyl Tirana

Vicki Rogers

October 23, 1976

PRE-INAUGURAL EVENTS

Past Inaugurations: There is no genuine tradition as to pre-inaugural events. Most of the pre-inaugural events have been fashioned to suit the tastes and spirit of the President-elect.

All of the pre-inaugural programs from JFK's in 1961 through Nixon's in 1973 included an event at which all of the Governors were honored. Similarly, all of the Inaugurations from 1961 through 1973 included a spectacular, with performances by Hollywood and other stars. This event has sometimes been a fund raiser for the political party of the incoming President.

FDR chose in 1937 to have a pre-inaugural concert instead of balls or other types of celebrations which would not have been appropriate during the Depression. Recent Inaugurations have continued to include a concert, with Nixon having three "cultural" events at the Kennedy Center.

Since World War II, other pre-inaugural events have included distinguished ladies' receptions, Vice President's receptions, Young Democrats/Republicans receptions, and other similar events. For instance, Nixon had a "Salute to America's Heritage", featuring art and food of ethnic minorities at the Corcoran Gallery of Art.

Participation in pre-inaugural events of the past has been by special invitation only, and has generally been restricted to persons with substantial influence or money.

Carter-Mondale Inauguration. From the election through the day before the Inauguration, President-elect Carter and

Vice President-elect Mondale will have to devote substantially all their time to the transition of government. Much of the transition planning will take place in Georgia. Thus, holding pre-inaugural events in Atlanta on the evening before the Inauguration would provide the following advantages:

- (1) The work of President-elect Carter and Vice President-elect Mondale would not be interrupted for travel or ceremonies until the evening before the Inauguration;
- (2) Ceremonies in Washington before the Inauguration might be in bad taste, with the defeated President still in the White House;
- (3) The pre-inaugural events in Atlanta could include Georgians and other supporters and friends from the Southeastern United States, who might be unable to come to Washington for reasons of cost or otherwise;
- (4) A concert/gala at the Atlanta Civic Center for 5,000 people, or at the Omni for 17,000 could be sponsored by the Democratic National Committee, providing for DNC participation;
- (5) A dance for up to 60,000 people could be hosted by the 1977 Inaugural Committee at the World Congress Center after the concert/gala;
- (6) Washington does not have facilities which would permit as many people to be accommodated at two locations; and
- (7) President-elect Carter, and Vice President-elect Mondale, and their families, could attend both functions in Atlanta and still arrive at their overnight accommodations in Washington before Midnight.

INAUGURATION DAY

Past Inaugurations. Many Presidents have chosen to go to church on the morning of Inauguration Day. For instance, President Truman attended a special service at St. John's (Episcopal) Church, and President Kennedy attended an early morning mass at Holy Trinity Church.

Traditionally, the President-elect meets the outgoing President at the White House on the morning of the Inauguration. The President-elect, the President and their wives then proceed to the Capitol together for the swearing-in ceremonies.

The first outdoor Inauguration was Monroe's in 1817. There was a dispute as to whether the ceremony should be in the "fine red chairs" of the Senate chamber, or the "plain democratic chairs" of the House chamber. Monroe settled the argument by having everyone stand outdoors. Most inaugurations since Van Buren's in 1837 have taken place on the steps of the East Portico of the Capitol.

Since World War II, elaborate seating has been constructed for members of Congress, Governors, the Judiciary, the diplomatic corps and other V.I.P.'s. The Joint Congressional Committee on Inaugural Ceremonies has already commissioned the construction of approximately 18,000 seats around the East Portico; and has provided reserved standing room for an additional 50,000. In the 1973 Inauguration, there were approximately 5,000 seats allocated to the President and Vice President, the Republican National Committee and the Inaugural Committee.

The distribution of tickets by the Joint Congressional Committee has always been a problem, since there are so few after the mandatory allocation to V.I.P.'s. Monroe's solution (standing) might make sense for future Inaugurations.

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White House after the ceremonies. A parade back to the White House has followed most of the Inaugurations at the Capitol in this Twentieth Century, although Harding cancelled his parade because of extravagance.

Parades used to have major participation by the Armed Forces, including exhibition of military hardware. Recent parades have had floats and bands from the fifty states, with very reduced military participation.

Jackson, after the traditional swearing-in ceremony, threw open the White House for a reception for his friends and supporters. He nearly suffocated from the crush of well-wishers trying to shake his hand and had to be rescued from the White House and taken to the refuge of a hotel. Lincoln also opened the White House for a reception on his second Inauguration. There was widespread pilferage of anything small enough to steal easily. Stolen items were replaced.

JFK, LBJ and Nixon crowded about 30,000 persons on an average into the several balls. Congressmen, members of the Judiciary, National Committeepersons (DNC now has 310), diplomats and the influential received most of the tickets. The President rushed from ball to ball (LBJ alone managed to dance at each of his sites). Very few of the persons attending the balls came close to the President. The crowding was so tight that it was difficult to obtain refreshments or breathe, much less to dance.

Carter-Mondale Inauguration. The Carter-Mondale Inauguration should be open and purposeful. This can be achieved by simplifying the schedule and manner in which each event is planned. The format of Inauguration Day will be traditional, but the character of each event would be in keeping with the spirit of the Carter Administration.

The dress at the swearing-in ceremonies should be business suits, instead of the outdated morning clothes. The motorcade from the Capitol to the White House would begin immediately at the conclusion of the swearing-in ceremonies. The Congressional and Cabinet lunches would not be scheduled, having included only 15 Senators and Representatives in 1973. (A White House reception on Friday or Saturday would be scheduled instead for all members of Congress.) Senator Mansfield concurs in our recommendation that the lunches be omitted.

The parade would have participation from the 50 States and the Armed Forces. The parade would be comparatively simple and short, ending by 3:00 P.M. Thereafter, no events would be scheduled until the evening.

Parties would be scheduled after the dinner at four locations, each of which could hold many thousands of people. Dress would be informal. Provision would be made for music, but not for dancing because of lack of space. Decorations would be simple and inexpensive. The cost should be no greater than \$10.00 per person, as opposed to \$50.00 in 1973.

There would be entertainment at each event which could be televised over the networks, so as to include the entire nation. The Capital Centre seats 19,000, and has a stage designed for television. Thus the Capital Centre's program would principally be entertainment, except for appearances by the President or Vice President.

The National Visitors Center at Union Station and the D. C. Armory each can accomodate about 10,000 people. The John F. Kennedy Center for the Performing Arts can accomodate about 6,000 people. The programs at those three locations would include more music than entertainment, and there would be adequate space for the guests to mingle and

talk while listening to music. Later on in the evening, as the crowds thinned out, there might be spontaneous dancing.

There would be no V.I.P. boxes anywhere, and no easy way to distinguish V.I.P.'s from anyone else. The only special attention given anyone would be to the President and his family, and the Vice President and his family. (The President and Vice President would attend the parties separately.) There should be adequate space to accomodate all out-of-town guests at the four locations.

POST-INAUGURAL EVENTS

Past Inaugurations. No President in this century has effectively used the White House for receptions as a part of the Inauguration. Because of the very large numbers of people coming to Washington for the Inauguration, and the shortage of time, new Presidents have rarely given adequate recognition to members of Congress, the governors, mayors, the judiciary, the diplomatic corps, and long-time supporters and friends.

Carter-Mondale Inauguration. The White House could effectively be used by President and Mrs. Carter for receptions on the Friday and Saturday following the Inauguration.

A schedule of receptions could be established so that each separate group could visit the White House, in a personal and memorable setting. An invitation to such a reception would probably be much more greatly appreciated than the invitations to crowded balls. The use of receptions at the White House for special recognition eliminates the need to fashion other pre-inaugural or post-inaugural events for the benefit of V.I.P.'s.

JOHN M. POPE
RAWLEY ROAD
AMERICUS, GEORGIA

31709

December 21, 1976

MEMO TO: Maxie Wells

Enclosed please find a letter from John D. Welsh (Jack) Director of International Division of the Georgia Bureau of Industry and Trade. I have previously written in a request for these and several other oriental dignitaries to receive tickets.

Last week in Washington, at Chip's suggestion, I carried all these names to the chief protocol officer in the Inaugural Building. His ruling was: "that none of the consul generals or consulars should be extended official invitations, but for Mr. Kanemaru's party should be an exception." (This is due to the fact that Kagoshima, Japan, is the sister state of Georgia. He thought it fitting that this request be granted by the Carter administration).

Many thanks for your cooperation and help in this matter.

JMP/bp
Enclosures

John



GEORGIA BUREAU OF INDUSTRY AND TRADE

JOHN D. WELSH
DIRECTOR
INTERNATIONAL DIVISION
TELEX: 54-2534 GACOMCENTR ATL 245
TELEPHONE: (404) 656-3577

December 3, 1976

The Honorable John M. Pope
Georgia Board of Industry and Trade
Rawley Road
Americus, Georgia 31709

Dear John:

Confirming our informal conversation Thursday, December 2nd, at the Board of Industry and Trade meeting in the World Congress Center, I would like to solicit your help and assistance in arranging for some guests from Japan to attend the Presidential Inauguration ceremonies January 20, 1977.

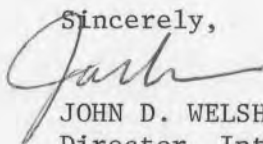
Governor Busbee and I have had letters and also a telephone call from Mr. Maki, who is visiting in Washington, D. C., regarding interest in attending the Inauguration. What has been requested are tickets for the inaugural ceremony and a suggestion to attend one of the inaugural balls for Governor and Mrs. Saburo Kanemaru, Kagoshima Prefecture, Japan, Mr. Suetaka Hatanaka, Chairman of the Board, Minaminihon Broadcasting Company, Kagoshima, and Mr. Hideshi Maki, President, Pacific Research Center, Inc. Addresses for all are enclosed.

We would appreciate your help and assistance in this matter. As you recall, you had the opportunity to meet with Governor and Mrs. Kanemaru, both in Japan and in Plains, Georgia, and Mr. Maki, who was with that group and met Governor Carter in Plains.

Governor and Mrs. Kanemaru, if at all possible, would like to have the opportunity to make a brief courtesy call on President-elect Carter in Washington, at his convenience between January 17 and 19, 1977.

Many thanks again for your cooperation and assistance.

With warm personal regards.

Sincerely,

JOHN D. WELSH

Director, International Division

JDW:bsp

Enclosure

cc: Governor Kanemaru
Mr. Hatanaka
Mr. Maki

INDUSTRY — INTERNATIONAL TRADE — TOURISM

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Governor and Mrs. Saburo Kanemaru
Kagoshima Prefectural Government
Kagoshima City, Japan

Mr. Suetaka Hatanaka
Chairman of the Board
Minaminihon Broadcasting
Company, Ltd.
5-25 Korai-cho
Kagoshima City, Japan

Mr. Hideshi Maki
President
Pacific Research Center, Inc.
Imperial Hotel, Suite 219 5
1-1-1, Uchisaiwai-cho
Chiyoda-ku, Tokyo 100
Japan

Maxie, called
w/ 12/15/76

Ms. Lillian called
Jimmy wants
invitations sent to
Mrs. James S. Gordy
P.O. Box 341
Columbus, Ga.
31902
and

Dr. + Mrs. Sam. McCalla
No. 4 Rockingham Rd.
Greenville, S.C. 29607

MRS. HARRY V. PIPPERT

RR2

MASON CITY IOWA 50401

MR & MRS HAROLD H PIPPERT

RR3

MASON CITY IOWA 50401

REV & MRS ROY L. COMSTOCK

714 E. ILLINOIS

WHEATON, ILLINOIS 60187

for Mrs
Oggert
called to Marty
Freeman 12/16/76

Tickets For
Mrs. Lillian

Mr. & Mrs. M.L. Gordy
102 N.W. 15th St.
Gainesville, Florida 32601

for Miss Lillian
called to
Chip
12/16/76

Mr. & Mrs. Ron Joyner
1533 Rankin Ave.
Tallahassee, Florida 32304

Miss Elizabeth Gordy
c/o Mrs. Ron Joyner
1533 Rankin Ave.
Tallahassee, Florida 32304

Mr. Stephen L. Gordy
10950 Jefferson Highway, Apt. B-13
River Ridge, Louisiana 70123

Mr. & Mrs. Paul Gordy
P.O. Box 148
Chipley, Florida 32428

Mr. & Mrs. Chas. Le Noir, Jr.
c/o Le Noir Construction Company
Austin, Texas

512/476-6701

Mr. + Mrs. Buford H. Reese + Teresa
P.O. Box 7
Plains, Ga. 31780

Mr. + Mrs. Larry Reese
P.O. Box 7
Plains, Ga. 31780

Dr. + Mrs. W. L. Kimble
1011 Federal St.
Americus, Ga. 31709

Rev. + Mrs. Fred Collins
At. 4, Box 587 Albany, Ga 31705

Mr. Sunil Dutt
58 - Pali Hill
Bandra
Bombay, ⁵⁰ India

Mr. + Mrs. Frank Spann
Plains, Ga. - 31780

Everett Byrd
212 Lorraine
Ann 31709